

FOOD TRUCK



MARKETING PROJECT

Value (176 Points)

Part 1: The Marketing Mix

I. PRODUCT

Step 1: Apply the functions of marketing and 4 P's (product, place, price, and promotion) to your business and create your marketing plan for your food truck business. Answer each question given below with complete sentences. Brainstorm the following as a group and fill in the table below:

Topic	Answer
Type of Food You Will Serve (1 Point)	
Name of the Truck (1 Point)	
Colors and Design of the Truck (1 Point)	
What is the theme of the products and/or services you will offer at your business? (1 Point)	
Explain how your products/ services are DIFFERENT than other competitors. What sets you apart? Be specific. (5 Points)	

_____/TOTAL 9 points possible on this Section

Step 2: How will your products be served/packaged? Remember your food must be easy to eat on-the-go!

Be as detailed as possible and DRAW AN ILLUSTRATION. (5 Points)

Step 3: Create a table to describe the ideal customer for your business using the information provided below.

Category	Description (be exact as possible)
Age range (10-20 years range) (1 Point)	
Education (high school, college, masters, doctorate) (1 Point)	
Income (Provide in \$) (1 Point)	
Family Status (single, married/couple, married/couple with young children, married/couple with teens, married/couple with grown kids, single mature adult, retired, etc.) (1 Point)	
Interests/Hobbies (What do they spend time and money doing?) (1 Point)	
Geographics (Where do they live? State? Urban, Rural, City, Country, etc.) (1 Point)	
Community Involved? (1 Point)	
Other (1 Point)	

_____/TOTAL 8 Points Possible on this Section

_____/TOTAL 22 Points Possible on Product Section



II. PLACE (LOCATION)

Step 4: Where will the day-to-day operations of your business be conducted? Will you move around or stay in one location? Explain why you choose this location(s) for your food truck. *(3 points.)*

Step 5: Is your operation direct (dairy farmer that starts an ice cream truck) or indirect distribution (Gathering supplies from various retailers to combine and resell.) (Explain your answer) *(1 points)*

Step 6: Name three events your food truck plans to attend (research 3 local events) and provide a reason that you chose these events for your food truck. State whether you will be there the entire time or just during specific hours. *(6 points)*

Step 7: Create a unique and creative logo. Design and download your logo using a free logo maker such as [Free Logo Design](#) or a design of your own done on Google Drawing or another program. *(3 Point)*

_____/TOTAL 13 Points Possible on Place Section

III. PRICE



Step 8: Menu. (10 pts.)

Product	Brief Description	Price
Ex. Philly Cheese	Thinly sliced beefsteak with your choice of melted, ooey, gooey cheese, served on a hoagie bun	\$6.50

Each menu item offered should be briefly described as it would appear on a menu. Product titles (2 points). Brief Descriptions (6 points), Prices (2 points). You need a minimum of three (3) main dishes and three side dishes. Use your imagination and develop creative names for your menu items. Using MS Word, create a 3-column table: Include name of the dish, a detailed explanation and price. (10 points)

Step 9: Possession Utility (how you will transfer ownership)- What type of possession utility (Cash and/or Credit Cards, Personal Checks, if credit card, do you use Square or what else?) will you provide for your customers? Why? (2 points)

Step 10: Menu to Display. Using the menu you created, design an attractive and eye-catching menu flyer to display on the side of the truck and hand out to customers. [Canva](#) (8 points) – (Name of food truck, logo, all menu items listed, all prices listed, sections for each type of product offered, spelling, pictures of products, business colors listed above used on menu, quality and attractive to the eye – 1 point each)

Step 11: Recipe - Select one menu item that you will offer. Menu Item: _____

Create a table like the one shown below. Using the internet, locate a recipe for this menu item and use the internet/visit a store to locate a price for each item you need to purchase. (at least five (5) ingredients needed) Identify the store where you purchased the items. Be sure to record the quantity of the item. *(10 points)*

Ingredient	Price of Package	Quantity or Unit in Package	Unit Price= (Price of pkg./quantity)	Price for Recipe = (unit price x amount needed for recipe)
Ex. 2 eggs	\$1.50	12 eggs	0.13/each egg	0.26

Step 12: Select one item you will need to purchase (example hamburger buns) and search various retail/wholesale businesses to see how much the item costs. Create a table such as the one shown below and record your findings for 5 different brick and mortar or online purchase locations. *(10 points)*

Product	Price of Package	Quantity or Unit in Package	Size of item	Unit Price= (Price of pkg./quantity)	Brick Mortar or Online Purchase Location
Example: Hamburger Buns	\$3.29	8 Buns	Large Buns	0.13/each egg	Kroger

Step 13: Create a table like the one shown below. List all of your products (menu items) that you offer and what THREE of your competitors charge for each item. The competitor might NOT be the same all the way down. All columns should be filled once your table is complete. In the column labeled “My Price,” fill in the price that you will charge for each item. Remember that your price must reflect the ingredients you are choosing to use. You are not simply undercutting every competitor on price. After deciding on your price, you will need to support your answer, so make sure you have a rationale for your pricing strategy. (10 points)

Product	Competitor 1	Price at Competitor 1	Competitor 2	Price at Competitor 2	Competitor 3	Price at Competitor 3	My Price
Ex. Cheeseburger	Wendy's	\$	McDonalds	\$	Hardees	\$	\$
Ex. Milkshake	McDonalds	\$	Sonic	\$	Steak and Shake	\$	\$

Step 14: What pricing strategy(ies) do you plan to use? Why? (3 point)

Step 15: What other factors do you as a business need to consider other than your competitors' prices? (1 point)

Step 16: Is it always possible to offer the lowest price? Why or why not? (1 point)

Step 17: If you cannot offer the lowest price what other ways can you compete in the marketplace? (1 point)

Step 18: Do you believe your company can make a profit? What sets you apart from your competitors? (1 point)

_____/TOTAL 57 Points Possible on Price Section

IV. PROMOTION



Step 19: Survey your classmates. Using *Google Forms*, prepare a survey for your classmates. Using main menu items, ask them if they would order if they visited your truck and which side dish item they would be more likely to order.

- Have 10 multiple choice questions that the answer is not obvious. Your survey should have the following types of questions/items: *(10 points)*
 - *Name of food truck*
 - *Picture of menu*
 - *1 question to find out if they have/will eat at a food truck.*
 - *2 questions to find out if the person answering the survey are the is the same person you identified as your target market. (Age, family status)*
 - *2 questions about the product(s) (flavors, ingredients, condiments, which dishes will they order etc.)*
 - *1 question about the price of the product—have 10 options and the price you want to charge should be in the middle)*
 - *2 questions about the places where they would eat from a food truck. (home/festivals/neighborhood, etc.)*
 - *2 questions about promotions they will respond to or like to see in order to purchase food from a food truck.*

Step 20: Create a table like the one shown below and list five (5) different methods you can use to promote your business in the first year and the time frame (for how long)/frequency (how many times it will run during that time period) you will run your promotion. These should consist of different forms of media. For example this could include social media, a radio commercial, coupons, rebates, sale signs, etc. *(10 points)*

No.	Promotional Method (be specific, ex. what will the ad say?)	Time Frame & Frequency you will run the promotion
1	Ex. Tweet location/special via Twitter: Sam's Grilled Cheese-iere will be at Market Square from 10AM- 8PM today. Come try our Philly Cheese! #marketsquare	Ex. 3 tweets per day with location/specials for 6 weeks

[Facebook](#)

[Instagram](#)

[Canva](#)

[Twitter](#)

SnapChat Filter using

Other?

[SnapChat Geofilter](#)

Step 21: Prepare Social Media Posts - Using these templates, design six (6) social media posts for your food truck. Use each one of the platforms listed below or ask for approval to select other social media platforms. (9 Points)

- Why is social media so important to the food truck industry? Which social medium is most used by your target market? (2 points)
- How will you get followers on social media? (1 point)

Step 22: Using this website [Poster](#), design a poster with your unique food truck for a grand-opening. (6 Points)

Include

- Name of Truck
- Product
- Price
- Menu
- Place

- Promotions you will run on opening day

Step 23: Selling

- How will you build relationships with your customers? Be specific. *(2 points)*
- What can your business do to promote/increase profit through an emphasis on customer lifetime value? (Examples include: build long-term relationships, create brand loyalty, always upsell, choose the right rewards and incentives for return customers, etc.) Chose one of the above or other and explain. *(2 points)*
- How would you justify the use of marketing to increase revenue for a business? *(1 point)*

_____/TOTAL 43 Points Possible on Promotion Section

Presentation Needs

Step 24: Create a slide show - Using PowerPoint, prepare a slide show including all of the documents, posters and social media posts you have prepared so far. Upload this slide show to the Google Classroom.

Step 25: Using a box, design your food truck. Get a box (copy paper or shoe boxes work great) and design a replica of your planned food truck. (10 Points) (Name of the company, paint, wheels, awning, color as described above, logo, menu poster on the side, attention getting, quality.)



Step 26: Start Gathering

After completing your accounting unit (the next section), your team will create a balance sheet and income statement for your food truck that will include the following:

- Truck Cost (Cash for truck or loan payments, insurance, gasoline, etc.)
- Food Costs
- Material Costs (paper plates, napkins, utensils, etc.)
- Marketing Costs (Advertising, social media, etc.)
- Employee Costs (Contract payments to employees by hour)
- Miscellaneous/Other (What will your truck need?)

Scenario for Presentation:

There is a major festival coming to Milford, Michigan in August. The organizers are planning to have 25 food trucks parked in their Central Park as part of the festival. The interview team will select one food truck from each group selected to interview. You have been selected to interview and must compete against the other food truck owners in our class. Your team's job is to convince the judge your truck will wow the festival goers and be a truck favorite for years to come.



Food Truck Project

Rubric (Value 176)



Team Member Names:

<i>Item</i>	Points Earned	Points Possible
Product 1 – Type of food (1), name of truck(1), colors/design of truck(1), theme (1), sets this truck apart(5). = 9 points 2 – Illustration of food packaging. (5) 3 – Target Market (8)		22
Place 4 – Day-to-day operations - location of truck (3) 5 – Direct or Indirect Distribution (1) 6 – Three Events you plan to attend (dates and times) (6) 7 – Logo (3)		13
Price 8 – Name, description and price of each item on your price list. (10) 9 – Possession Utility (2) 10 – Menu Flyer (8) 11 – Recipe (10) 12 – Product Comparison (10) 13 – Competitors (10) 14 – Pricing Strategy (3) 15 – Factors to Consider for Pricing (not competitors) (1) 16 – Is the lowest price against competitors possible? Why or why not? (1) 17 – Other ways to compete rather than price. (1) 18 – Can your company make a profit? What sets you apart? (1)		57

Promotion 19 – Survey (10) 20 – Five (5) promotional methods (10) 21 – Six (6) social media Posts (why social media important, which ones used by your target, how do you get followers) (12) 22 –Grand Opening Poster (6) 23 – Selling (Build Relationships, Promote/Increase Profits, Justify Marketing Costs (1)		43
24 – Use PowerPoint 25 – Replica of Food Truck (10)		10
26 – BONUS Gathering Data (10)		10
TOTAL Information Points		155
PRESENTATION		
Introduction: Names, Truck Name, explain your understanding of why you have been invited to interview and what you believe your truck will do for the Festival reputation.		3
All members participate equally.		3
Visuals (PPT, Sample Truck, poster, flyer) are quality		5
Voice level, eye contact with audience		3
Three most important factors mentioned in the presentation used to conclude the presentation.		3
Question: How will you connect with our customers?		3
Conclusion: Keep the connection with the judge—conclude with a method that will do that.		3
Total Presentation Points		23
TOTAL POINTS AWARDED		176